



SOUTH PLAINFIELD'S CAMPAIGN GUIDELINES

South Plainfield 15 years ago was a totally Democratic controlled borough. In 2005 Republicans were able to take 2 seats and have been in control now for 12 years. Because we are a 3 Dem to 1 Rep town, we have to fight every year to keep our seats. Below is what we do to win elections.

- Vet candidates fully. Look into their social media, i.e. facebook, etc. Make sure there is nothing that would come up in opposition research. Know your opponents records
- Inform candidates of what is expected of them during the campaign season. They must be 100% on board and committed. Candidates should attend as many public events as possible and dressed appropriately. Assign a volunteer to do a calendar of events.
- Candidates and campaign manager should be meeting at least once every two weeks to review and go over things.
- Fundraising -Start early will need to do 2-3 fundraisers. Two high priced (\$75-300) one low (about \$30-50). Look for sponsors to donate larger amounts
- Branding your campaign - A brand is the promise that your campaign is making. It is the one single thing that ties all your messages together. In the beginning we used "A Better Direction". For the past couple years we have been using "Getting It Done" . Repetition is the key. Use it in all your messages.
- Choose a maximum of 3 issues to target. We have been using: Holding Down Taxes, Bringing Back Business and Keeping South Plainfield Safe. Stick to whatever 2-3 issues you choice, do not deviate from them. Remember repetition is the key.
- Palm Cards - a must have for candidates to hand out door to door
- Direct Mail - easiest way to target voters with an effective message. Repetition is the key. You will need multiple mail pieces to drive a message.
- Door to Door Follow-Up Post Cards - again repetition is the key. Put "sorry we missed you" and repeat your message in the contents of the postcard.
- Robo Calls - less effective than direct mail but cheaper. Use as a reinforcement to mail message or your GOTV program.
- Facebook Ads - allows you to target specific demographics by zip code and is fairly cost effective. Can use age and other criteria to hone in on voters.
- Weekly Press Releases in your local paper - cheapest way to get your message out.

We attribute our success to the most important task and that's "Getting the Vote Out" (GOTV). Because we are so outnumbered by the Dems, we need to get all our Republican voters, undeclared supporters, and identified Democratic supporters to get out and vote for us. This is achieved by doing the following:

- Caller ID phone calls - we call voters to see who is supportive of us
- Door to Door ID - As candidates go door to door they log who is supportive
- Candidates go over voter lists, highlight family and friends they know will vote for them
- A final list is consolidated. Friday, Saturday, Sunday and Monday before election we call all our identified supporters and remind them to get out and vote.
- On election day we have challengers in every district with the list of all voters we have identified as our supporters. They highlight them as they come in and vote. At 4:00 p.m. the challengers come back to our headquarters and we have volunteers to call all those supporters who didn't vote yet to remind them again. You would be surprised how many people forget to vote.

Another item that has lead us to success is our "VOTE BY MAIL" program. In August the candidates send letters to all registered Republicans encouraging them to vote by mail, along with the form. We then request from the county a list of all voters who have requested a vote by mail ballot. We then send them a personal letter from the candidates asking for their support. The county then sends us a report of who returned their ballots. From that list we call our supporters who have not sent back their ballot yet and ask for their support again and remind them to send in their ballot.

Last but not least, South Plainfield has one of the best committees in the state. I can't tell you how important it is to have them. They are the backbone to getting our candidates elected.

I wish everyone luck in this year's election. If you have any questions, please feel free to contact me at 908-251-4066. The NJGOP is also available to help you with acquiring lists and information.

April Bengivenga
South Plainfield Chairwoman
NJGOP Committeewoman